

## CLAIMS

1. A method of defining customization for electronic content retrieved over an electronic  
5 connection, comprising:
- (a) retrieving electronic content from a remote server to a local client;
  - (b) editing the content at the local client by a user using a WYSIWYG editor, wherein  
said editor is a standard software used for displaying of content and wherein said editing does  
not require installation of software requiring user authorization; and
  - 10 (c) automatically generating at least one customization definition based on said editing,  
said customization definition suitable for automatic applying to said content.
2. A method according to claim 1, wherein said retrieving uses an intermediary apparatus.
- 15 3. A method according to claim 2, wherein said intermediary is an HTTP intermediary and  
wherein said content is a tagged data file.
4. A method according to claim 3, wherein said tagged data file is in a self-describing  
language.
- 20 5. A method according to claim 3, wherein said language is a hyper-text mark-up  
language.
6. A method according to claim 3, wherein said editor comprises an internet browser.
- 25 7. A method according to claim 3, wherein automatically generating comprises detecting  
changes in said content caused by said editing, after said editing is preformed.
8. A method according to claim 7, wherein detecting changes comprises detecting changes  
30 using a hierarchical comparison of the electronic content before and after the editing.
9. A method according to claim 3, wherein said intermediary comprises a proxy.

10. A method according to claim 3, comprising allowing of said editing by said intermediary.
11. A method according to claim 10, wherein said allowing comprises marking at least  
5 some of said content as editable.
12. A method according to claim 10, wherein said allowing comprises adding at least one control to said content to facilitate at least one of editing and customization definition.
- 10 13. A method according to claim 10, wherein said allowing comprises adding at least one client side code module to said content to facilitate at least one of editing and customization definition.
14. A method according to claim 3, wherein said customization definitions define a spatial  
15 area to be customized.
15. A method according to claim 3, comprising overriding at least one automatically generated customization definition by said user.
- 20 16. A method according to claim 3, wherein said editing comprises editing without typing human understandable words.
17. A method according to claim 3, wherein said editing comprises editing by selection among choices.  
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18. A method according to claim 3, comprising manually defining at least one parameter of a customization definition.
19. A method according to claim 18, wherein said defining comprises defining different  
30 types of translation for different parts of said content.
20. A method according to claim 15, wherein said overriding comprises requiring an exact match of an element of said content to a definition, for a customization to be applied.

21. A method according to claim 15, wherein said overriding comprises allowing a match other than a one-to-one match to a definition, for a customization to be applied.
- 5 22. A method according to claim 3, wherein a customization definition is defined by a context in said content.
23. A method according to claim 22, wherein said context is an expression defining elements in said content to be part of the context.
- 10 24. A method according to claim 23, wherein said expression is a hierarchical expression.
25. A method according to claim 23, wherein said expression is an XPath or XPath-like type expression.
- 15 26. A method according to claim 25, wherein said expression is generated automatically.
27. A method according to claim 26, wherein said expression is generated in response to an editing activity.
- 20 28. A method according to claim 26, wherein said expression is generated in response a marking by a user.
29. A method according to claim 22, wherein a context is defined based on a spatial  
25 location, during a display of the content, of a label associated with an element to be customized.
30. A method according to claim 29, wherein an association of a label and an element is identified using a browser-internal script which finds spatial positions of the labels and spatial  
30 positions of nearby elements.
31. A method according to claim 3, wherein said intermediary authorizes said user to perform said editing.

32. A method according to claim 3, wherein said intermediary executes an editing program for editing an element of said content, a display of said program being provided to said client an input from said client passed to said program.

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33. A method according to claim 32, wherein said intermediary limits access of said user to said intermediary via said editing program.

34. A method according to claim 3, comprising saving at least one customization definition for later use.

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35. A method according to claim 34, comprising applying said at least one definition to content requested by a second user.

36. A method according to claim 35, comprising deciding at least one property of said applying based on information associated with a request by said second user.

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37. A method according to claim 36, wherein said deciding comprises deciding if to apply a customization definition.

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38. A method according to claim 36, wherein said deciding comprises examining a cookie at said second user.

39. A method according to claim 38, wherein said content to which said at least one customization definition is applied is dynamic content including at least one element whose content changes over time.

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40. A method according to claim 35, wherein said applying comprises determining a context.

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41. A method according to claim 40, wherein determining a context comprises evaluating an XPath or XPath-like expression.

42. A method according to claim 40, wherein determining a context comprises determining spatial positions of labels associated with an element to be modified based on the customization definitions.
- 5 43. A method of editing content, comprising:  
(a) requesting content from a first location;  
(b) executing an editing application at a second location; and  
(c) carrying out the editing at a third location, using a viewer for viewing said editing application, without installing software at the third location other than said viewer.
- 10 44. A method according to claim 43, wherein said second location comprises an HTTP-intermediary.
45. A method according to claim 44, wherein said viewer comprises a browser.
- 15 46. A method according to claim 44, wherein said editing application is automatically executed when a user at said third location attempts to edit an element suitable for editing by said application.
- 20 47. A method according to claim 44, wherein said application is executed in a manner which at least partially protects said HTTP-intermediary from access by said user.
48. An HTTP intermediary, comprising:  
(a) an HTTP connection to a server;  
25 (b) an HTTP connection to a user;  
(c) a page modifying module operative to add at least one of code and controls to a page requested by said user from said server, said code or control adapted to facilitate at least one of editing and customization definition.
- 30 49. An intermediary according to claim 48, comprising a page transformer adapted to modify retrieved pages on the fly based on saved customization definitions.

50. A browser having downloaded thereto at least one client side code, said client side code adapted to at least one of allow editing of content and determine changes due to editing of content.